



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract

855871

Schedule Dates 09/24/12-09/30/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/155303592
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 12088
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 09/20/12
Last Modified 09/27/12
Entered By Julie McNamara
CO-OP No
Headline # 9/24 -30
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,783.50
Net Total \$44,106.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	48	\$51,890.00
Grand Total:	48	\$51,890.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/24/12-09/26/12	4	:30	48386- News @ 5am	2	X		X					2	\$85.00	\$170.00	St. Louis (KMOV) (KMOV)		9/20/12
2.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	20015- News @ 6am M-F	5	X	X	X	X	X			4	\$180.00	\$720.00	St. Louis (KMOV) (KMOV)		9/20/12
2.0.1	Preempt	09/28/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate/ BOD 8/20/12; Political	
3.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	131968- CBS This Morning	5	X	X	X	X	X			5	\$90.00	\$450.00	St. Louis (KMOV) (KMOV)		9/20/12
4.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	137124- Katie	1					X			1	\$90.00	\$90.00	St. Louis (KMOV) (KMOV)		9/20/12
5.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	20022- Price is Right	1	X							1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		9/20/12
6.0	Normal Line / SPOT	09/27/12-09/27/12	2	:30	20023- News @ 12noon M-F	1				X				1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		9/20/12
7.0	Normal Line / SPOT	09/25/12-09/25/12	2	:30	20024- Bold & The Beautiful	1		X							\$270.00		St. Louis (KMOV) (KMOV)		9/20/12
7.0.1	Closed Preempt	09/25/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
8.0	Normal Line / SPOT	09/26/12-09/26/12	2	:30	118942- Talk	1			X					1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		9/20/12
9.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	109786- Let's Make a Deal	1					X			1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		9/20/12
10.0	Normal Line / SPOT	09/24/12-09/26/12	4	:30	28663- Dr. Phil	2	X	X	X					2	\$270.00	\$540.00	St. Louis (KMOV) (KMOV)		9/20/12

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Agency/T-Code

Media Strategies & Research - VA (1523)/155303592

Product

Political - US Senate (1176)

Brand

Democrat (152221)

Salesperson

McNamara, Julie (2389)

Sales Office

KMOV-St. Louis

Buyer Name

Beale,Rachael

Phone/Fax

(573) 651-0964 /

CPE

12088

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments

Date Entered

09/20/12

Last Modified

09/27/12

Entered By

Julie McNamara

CO-OP

No

Headline

9/24 -30

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$7,783.50

Net Total

\$44,106.50

Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month

Spots

Rate

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11.0	Normal Line / SPOT	09/25/12-09/27/12	2	:30	20054- News @ 5pm M-F	3		X	X	X				3	\$750.00	\$2,250.00	St. Louis (KMOV) (KMOV)		9/20/12
12.0	Normal Line / SPOT	09/24/12-09/28/12	2	:30	20055- News @ 6pm M-F	3	X	X			X			3	\$750.00	\$2,250.00	St. Louis (KMOV) (KMOV)		9/20/12
13.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	20103- News @ 6pm Sa	1						X		1	\$300.00	\$300.00	St. Louis (KMOV) (KMOV)		9/20/12
14.0	Normal Line / SPOT	09/24/12-09/28/12	2	:30	20053- Entertainment Tonight	5	X	X	X	X	X			5	\$850.00	\$4,250.00	St. Louis (KMOV) (KMOV)		9/20/12
15.0	Normal Line / SPOT	09/25/12-09/25/12	2	:30	42783- NCIS	1		X						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/20/12
16.0	Normal Line / SPOT	09/26/12-09/26/12	1	:30	66133- Criminal Minds	1			X					1	\$6,500.00	\$6,500.00	St. Louis (KMOV) (KMOV)		9/20/12
17.0	Normal Line / SPOT	09/27/12-09/27/12	1	:30	124918- Person of Interest	1				X				1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/20/12
18.0	Normal Line / SPOT	09/27/12-09/27/12	2	:30	135458- Elementary	1				X				1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/20/12
19.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	54263- CSI: NY	1					X			1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		9/20/12
20.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	43181- 48 Hours	1						X		1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		9/20/12
21.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	107455- Good Wife	1							X	1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		9/20/12
22.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	99583- Mentalist	1							X	1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/20/12
23.0	Normal Line / SPOT	09/24/12-09/28/12	2	:30	20062- News @ 10pm M-F	4	X	X	X		X			4	\$1,500.00	\$6,000.00	St. Louis (KMOV) (KMOV)		9/20/12

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24.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	20789- News @ 10pm Sun	1							X	1	\$1,250.00	\$1,250.00	St. Louis (KMOV) (KMOV)		9/20/12
25.0	Normal Line / SPOT	09/25/12-09/28/12	2	:30	20063- Late Show with David Letterman	3		X		X	X			3	\$360.00	\$1,080.00	St. Louis (KMOV) (KMOV)		9/20/12
26.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	20027- Inside Edition	1	X								\$180.00		St. Louis (KMOV) (KMOV)		9/20/12
26.0.1	Closed Preempt	09/24/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
27.0	Revised Line / SPOT	09/29/12-09/29/12	4	:30	20110- St. Louis Country	1						X					St. Louis (KMOV) (KMOV)		9/20/12
27.1	Normal Line / SPOT	09/29/12-09/29/12	4	:30	20110- St. Louis Country	1						X		1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		9/27/12
28.0	M/G For 7.0.1 / SPOT	09/28/12-09/28/12	2	:30	20024- Bold & The Beautiful	1					X				\$270.00		St. Louis (KMOV) (KMOV)		9/27/12
28.0.1	Preempt	09/28/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate/rate \$480 will bump lowest rat	
29.0	M/G For 26.0.1 / SPOT	09/28/12-09/28/12	1	:30	20027- Inside Edition	1					X			1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		9/27/12

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